

# Olusesan Peter

+447770023934 | olusesanpeter@gmail.com | London, United Kingdom

## Summary

A product designer with over 10 years of experience designing usable, accessible, and user-centred digital products for mobile and for the web. Working across finance & payments, education, and lifestyle industries making complex ideas into simple products for people, companies and governments.

## Experience

### Senior Product Designer, Stripe

May 2024 – Present

London

*Stripe is building financial infrastructure to increase the GDP of the internet.*

### Achievements & Key Responsibilities

- Leading efforts to design product experiences and surfaces that calculate, collect, report and file tax on global payments across the Stripe ecosystem.
- Collaborating cross-functionally with product managers, engineers and business leads across Stripe to help over 500,000 businesses be and remain tax-compliant.
- Designing self-serve tools for Stripe merchants to monitor tax thresholds and for subscription migrations based on Pay-in-volumes and transactions.
- Collaborating with growth and adoption tools to build connector tools with 3rd party e-commerce merchants such as Shopify, BigCommerce and WooCommerce.
- Leading the redesign of the tax dashboard by shifting from tax concepts to a location-first model. This approach helps users make decisions faster, encourages more registrations and filings, and improves overall satisfaction.
- Leading designs for a unified enrollment experience for tax filing, integrating multiple partners (TaxJar, Taxually) and streamlining user workflows for tax registration and filing.

### Senior Product Designer, Pleo

August 2021 – April 2024

Copenhagen / London

*Pleo builds spending solutions and smart company cards that empower thousands of businesses across Europe.*

### Achievements & Key Responsibilities

- Leading efforts on product-led onboarding, growth, retention in the Pleo customer lifecycle, from KYC experiences to pricing, adoption and upselling.
- Led design efforts on integrating Pleo with the UK and EU Open Banking payment rails that allow instant transfers for Pleo's customers across Europe which has processed over £110,000,000 to date.

- Simplifying Pleo's wallet experience by leading design efforts on Direct Debit integrations across Europe in a bid to increase conversion and create seamless experiences for customers.
- Directing product management efforts in collaboration with engineering managers on the wallet management team.
- Leading design efforts on Pleo's credit division to reduce occurrences of declined transactions on Pleo cards and to ship Reserve, Pleo's flagship credit product.
- Contributing to Pleo's design system by collaborating with DesignOps on component standards, guidelines, documentation and tooling.

## **Senior Product Designer, Paystack**

Jun 2021 – December 2021

Lagos, Nigeria

*Paystack is a technology company solving payments problems for ambitious businesses in Africa and enabling them to get paid by anyone, anywhere in the world.*

### Achievements & Key Responsibilities

- Led integration designs for new payment channels such as Apple Pay and Paypal in Africa which has enabled Paystack to process over £400,000 on behalf of its customers.
- Collaborated with expansion product directors to drive growth for Paystack in its 3 markets of operations by designing new payment gateways and experiences.
- Coordinated design system efforts with the goal of aligning product design teams and engineering teams to ship consistent user interfaces for businesses that use Paystack and for the customers that pay them leading to a 20% increase in engineering efficiency
- Collaborated with product and engineering teams to conduct user research sessions with Paystack's customers with the goal of understanding customer behaviours and designing seamless experiences.

## **Senior Product Designer, Okra**

May 2020 – Feb 2021

Lagos, Nigeria

*Okra is a unified banking API that allows consumers to link their bank accounts to any app and then provides their real-time financial data to companies that need it.*

### Achievements & Key Responsibilities

- Leading product design efforts on Okra's Link for consumers resulting in over 56% increase in bank accounts linked and a faster link connection time.
- Creating better API integration experiences for developers through design efforts on Okra Dashboard and Developer Documentation.
- Setting up a design system for Okra's dashboard and link to ensure product consistency, familiar experiences and speed up development time.
- Conducting user research and working with data analytics tools to get insight into how end-users, companies and developers use Okra's products.

- Collaborating with product engineers, designers and product managers to finetune user experience for Okra.

## Design Lead, Softcom / Eyowo

Apr 2017 – May 2020

Lagos, Nigeria

*Softcom is a technology company which aims to solve problems that will connect people and businesses with value in the spheres of payments, learning, identity, and data. Eyowo provides simple, modern and reliable digital banking services (Bank Transfers, Bill Payments, Savings, Debit Cards, Loans & Overdrafts) to anyone with a phone number.*

### Achievements & Key Responsibilities

- Shaped UX research and product design for Koya, a suite of education products used in 5 universities by over 20,000 students and lecturers. This led to increased student engagement in these universities by 12% in the 1<sup>st</sup> semester of launch.
- Designed education and payment products for N-Power, the Nigerian government's social investment program that recruits, trains, assesses and pays over 500,000 Nigerian citizens.
- Revamped the design of a ticket management system for Nigeria's Abuja Metro Rail system resulting in over 30% increase within the first month of implementation.
- Teamed up with UX designers and product managers to conduct focus groups and user interviews for over 6 products.
- Spearheaded tool transition and organised project and file system for the Softcom design team from Adobe XD and Sketch to Figma.
- Led a design team for Eyowo's (Softcom's digital payments product) for consumers and businesses across multiple channels – Mobile, Web and USSD serving over 3 million users.
- Facilitated the creation of a pattern library across Eyowo's products that ensured brand consistency across several digital products and also shortened frontend engineering time by 20%.
- Collaborated with product managers, engineers, and stakeholders to develop product roadmaps for Eyowo.
- Directed user research & redesign efforts for Eyowo's mobile consumer bank and business retail bank which resulted in a 47% increase in bank account funding.

### Skills

Product Design	Product Thinking
UX Design	Information Architecture
User Research	Rapid Prototyping
Usability Testing	Visual Design

### Design Tools

Figma	Miro	HTML/CSS
Sketch	Adobe XD	Hotjar
Framer	Figjam	Mixpanel

### Education

### Certifications

B.Eng. Information and Communication Engineering  
Covenant University, 1st Class Honors  
2013 – 2018

Programming for Data Science  
Udacity Nanodegree  
2019